GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1679
ANSWERED ON:04.12.2006
IMPACT OF FOREIGN CHANNELS AT BORDER AREAS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) The names of the countries whose channels have an effect on the border areas of India; and

(b) The steps taken to check it and success achieved therein?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a): Prasar Bharati have informed that Pakistan and Bangladesh Channels have an effect on border areas of India.

(b): Prasar Bharati have informed that the survey conducted in the early months of 2006 to assess the impact of foreign channels has revealed that about 40% of audience in the state, especially in Kashir region watch Q-TV which is a religious channel of Pakistan, mainly for its religious recitation. However the steps taken by Doordarshan are as follows:

(i) Priority to expansion of TV coverage in border areas of Pakistan and North-East;

(ii) The terrestrial coverage in the border areas was strengthened with the satellite coverage and by DTH coverage.

(iii) Counter propaganda programmes are being telecast in consultation with concerned Ministries.